



Pew Internet
Pew Internet & American Life Project

Cable and Internet Loom Large in Fragmented Political News Universe

We have a new poll that shows cable news and the Internet are looming larger this year as sources of campaign information, as smaller numbers of Americans are turning to broadcast TV and newspapers

January 2004

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View Report Online:

<http://www.pewinternet.org/Reports/2004/Cable-and-Internet-Loom-Large-in-Fragmented-Political-News-Universe.aspx>

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Summary of Findings

Perceptions of Partisan Bias Seen as Growing, Especially by Democrats

The 2004 presidential campaign is continuing the long-term shift in how the public gets its election news. Television news remains dominant, but there has been further erosion in the audience for broadcast TV news. The Internet, a relatively minor source for campaign news in 2000, is now on par with such traditional outlets as public television broadcasts, Sunday morning news programs and the weekly news magazines. And young people, by far the hardest to reach segment of the political news audience, are abandoning mainstream sources of election news and increasingly citing alternative outlets, including comedy shows such as the Daily Show and Saturday Night Live, as their source for election news.

**Where Americans Learn About
The Candidates and Campaign**

<i>Regularly learn something from...</i>	<u>2000</u>	<u>2004</u>	<u>Change</u>
	%	%	
Local TV news	48	42	-6
Cable news networks	34	38	+4
Nightly network news	45	35	-10
Daily newspaper	40	31	-9
TV news magazines	29	25	-4
Morning TV shows	18	20	+2
Talk radio	15	17	+2
Cable political talk	14	14	0
National Public Radio	12	14	+2
Sunday political TV	15	13	-2
Internet	9	13	+4
Public TV shows	12	11	-1
Web sites of news orgs	--	11	--
News magazines	15	10	-5
News pages of ISPs*	--	10	--
Late night TV shows	9	9	0
C-SPAN	9	8	-1
Comedy TV shows	6	8	+2
Religious radio	7	5	-2
Online news magazines	--	2	--

* Internet service providers such as AOL and Yahoo

Today's fractionalized media environment has taken the heaviest toll on local news, network TV news and newspapers. Four years ago, nearly half of Americans (48%) said they regularly learned something about the presidential campaign from local TV news, more than any other news category. Local TV still leads, but now 42% say they routinely learn about the campaign from local television news. Declines among nightly network news and newspapers the other leading outlets in 2000 have been even more pronounced (10 points network news, nine points newspapers).

The Pew Research Center's new survey on campaign news and political communication, conducted among 1,506 adults Dec. 19-Jan. 4, shows that cable news networks like

CNN and Fox News have achieved only modest gains since 2000 as a regular source for campaign news (38% now, 34% in 2000). But as a consequence of the slippage among other major news sources, cable now trails only local TV news as a regular source for campaign information. In several key demographic categories— young people, college graduates and wealthy Americans— cable is the leading source for election news.

In that regard, the relative gains for the Internet are especially notable. While 13% of Americans regularly learn something about the election from the Internet, up from 9% at this point in the 2000 campaign, another 20% say they sometimes get campaign news from the Internet (up from 15%).

The survey shows that young people, in particular, are turning away from traditional media sources for information about the campaign. Just 23% of Americans age 18-29 say they regularly learn something about the election from the nightly network news, down from 39% in 2000. There also have been somewhat smaller declines in the number of young people who learn about the campaign from local TV news (down 13%) and newspapers (down 9%).

**Young People Turn to Internet,
Comedy Shows for Campaign News**

<i>Regularly learn something from...</i>	<u>18-29</u>	<u>30-49</u>	<u>50+</u>
	%	%	%
Local news	29	42	49
Cable news networks	37	37	40
Nightly network news	23	32	46
Daily newspaper	23	27	40
TV news magazines	26	19	30
Morning TV shows	18	18	24
Talk radio	16	18	18
Cable political talk	17	15	13
National Public Radio	11	15	14
Sunday political TV	10	9	19
Internet	20	16	7
Public TV shows	7	10	14
Web sites of news orgs	15	13	8
News magazines	9	9	11
News pages of ISPs*	15	13	5
Late-night TV shows	13	7	8
C-SPAN	11	7	7
Comedy TV shows	21	6	3
Religious radio	3	3	9
Online news magazines	5	2	1

* Internet service providers such as AOL and Yahoo

Cable news networks are the most frequently cited source of campaign news for young people, but the Internet and comedy programs also are important conduits of election news for Americans under 30. One-in-five young people say they regularly get campaign news from the Internet, and about as many (21%) say the same about comedy shows such as Saturday Night Live and the Daily Show. For Americans under 30, these comedy shows are now mentioned almost as frequently as newspapers and evening network news programs as regular sources for election news.

But people who regularly learn about the election from entertainment programs whether young or not are poorly informed about campaign developments. In general,

Americans show little awareness of campaign events and key aspects of the candidates' backgrounds: About three-in-ten (31%) can correctly identify Wesley Clark as the Democratic candidate who had served as an Army general and 26% know Richard Gephardt is the candidate who had served as House majority leader. People who say they regularly learn about the campaign from entertainment programs are among the least likely to correctly answer these questions. In contrast, those who learn about the campaign on the Internet are considerably more knowledgeable than the average, even when their higher level of education is taken into account.

TV Still Dominates

While cable news and the Internet have become more important in informing Americans about the election, television as a whole remains the public's main source of campaign news. When individual TV outlets are tested, 22% say they get most of their news from CNN, 20% cite Fox, and somewhat fewer cite local news or one of the network news broadcasts.

Main Source of Campaign News				
	Feb	Feb	Jan	Jan
<i>First medium</i>	<u>1992</u>	<u>1996</u>	<u>2000</u>	<u>2004</u>
<i>mentioned</i>	%	%	%	%
Television	68	73	68	68
Newspaper	20	15	15	15
Radio	8	8	8	7
Internet	--	1	4	6
Magazines	2	1	2	1
Other	1	1	2	1
Don't know	<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>
	100	100	100	100
<i>First or</i>	Feb	Feb	Jan	Jan
<i>second</i>	<u>1992</u>	<u>1996</u>	<u>2000</u>	<u>2004</u>
<i>mentions*</i>	%	%	%	%
Television	78	75	86	78
Newspaper	47	49	36	38
Radio	17	18	14	15
Internet	--	2	7	13
Magazines	4	4	3	2
Other	3	1	3	2
Don't know	<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>
	150	150	150	150

*Figures are adjusted to standardize variation in the number of media mentioned by respondents in different years.

By this measure, newspapers, radio and Internet are viewed as secondary sources of campaign news. At this stage, the Internet remains a secondary source even among Internet users. About three-quarters of Americans who use the Internet (76%) say television is their first or second main source for news about the campaign (37% cite newspapers, 20% the Internet). Still, the number of Americans overall who mention the Internet as a main source as first or second mentions has nearly doubled since 2000 (from 7% to 13%).

Bias Concerns Grow Among Democrats

The survey also finds that the nation's deep political divisions are reflected in public

views of campaign coverage. Overall, about as many Americans now say news organizations are biased in favor of one of the two parties as say there is no bias in election coverage (39% vs. 38%). This marks a major change from previous surveys taken since 1987. In 1987, 62% thought election coverage was free of partisan bias. That percentage has steadily declined to 53% in 1996, 48% in 2000, and 38% today.

Compared with 2000 a much larger number of Democrats believe that coverage of the campaign is tilted in favor of the Republicans (29% now, 19% in 2000). But Republicans continue to see more bias in campaign coverage than do Democrats. More than four-in-ten Republicans (42%) see news coverage of the campaign as biased in favor of Democrats; that compares with 37% in 2000. Among independents there also has been a significant decline in the percentage who say election news is free of bias (43% now, 51% then), though independents remain divided over whether the coverage favors Democrats or Republicans.

The survey finds that two-thirds of Americans (67%) prefer to get news from sources that have no particular political point of view, while a quarter favors news that reflects their political leanings. Independents stand out for their strong preference of news that contains no particular viewpoint (74% vs. 67% of Republicans and 60% of Democrats).

With the race for the Democratic nomination about to enter a critical phase, the campaign has yet to break out in terms of public interest. But attention is not notably lower than at a comparable point in the last presidential contest. Nearly half of Americans (46%) are following news about the nomination contest very (14%) or fairly (32%) closely; in January 2000, slightly more (53%) said they were following the campaign, but at that point there were nomination contests in both parties.

The survey also finds:

Political endorsements whether made by politicians, celebrities or advocacy organizations continue to have little impact on most Americans. Moreover, among the

small number swayed by such endorsements, the effect is mostly mixed. On balance, endorsements by California Gov. Arnold Schwarzenegger and former Vice President Al Gore would have a somewhat negative impact, although most people say they would not be affected either way. An endorsement by a person's priest or minister is a net positive, but 80% say such an endorsement would not matter (up from 70% in 2000). Newspaper endorsements are also less influential than four years ago, and dissuade as many Americans as they persuade.

	<u>Rep</u> %	<u>Dem</u> %	<u>Ind</u> %
Newspapers	38	43	36
ABC/CBS/NBC	24	40	30
CNN	20	27	20
Fox News	29	14	17
Radio	20	12	13
Internet	11	12	16

Figures add to more than 100% because respondents could list more than one.

Internet users rely on the web sites of major media outlets for campaign news, rather than Internet-based news operations. Among Americans who use the Internet, 40% say they regularly or sometimes learn about the campaign from the news pages of web portals like AOL and Yahoo.com, and 38% say the same about web sites of major news organizations like CNN and the New York Times. Just 11% regularly or sometimes learn about the campaign from online news magazines and opinion sites such as Slate.com.

Since 2000, there has been sharp decline in the percentage of Republicans who say they regularly learn about the campaign from daily newspapers, as well as local and nightly network TV news. And with the rise of Fox News the political profile of the campaign news audience has become more partisan. Fully twice as many Republicans as Democrats say they get most of their election news from Fox News (29% vs. 14%).

Significantly more Democrats than Republicans get most of their election news from one of the three major networks (40% vs. 24%).

Campaign Interest and Familiarity

Most Americans are not familiar with the ins-and-outs of the campaign. Just a third say they have heard a lot about Al Gore's endorsement of Howard Dean; another 36% have heard something about it. Even fewer (16%) have heard a lot about Dean's widely reported comment about wanting to win the votes of "guys with Confederate flags in their pickup trucks." In fact, 59% say they have heard nothing about the controversy.

Public awareness of facts about the candidates' backgrounds also is relatively low. Overall, 31% correctly identified Clark as the candidate who served as an Army general. At about this stage in the 2000 Democratic race, approximately the same percentage (30%) knew that Bill Bradley was a former senator. An overwhelming percentage of Clark supporters (91%) knew that the candidate was a former Army general.

Awareness of Campaign Events and Facts		
<i>Heard about...</i>	<i>Gore endorsement of Dean</i>	<i>Dean remark about confederate flag</i>
	<i>%</i>	<i>%</i>
A lot	33	16
Some	36	25
Nothing	<u>31</u>	<u>59</u>
	100	100
<i>Know which candidate is...</i>	<i>Former Army general</i>	<i>Former majority leader</i>
Yes	31	26
No/DK	<u>69</u>	<u>74</u>
	100	100

Fewer Americans (26%) were able to identify Richard Gephardt as the former House majority leader. Even Gephardt supporters were not widely aware of this fact; just 36% knew that their candidate had been majority leader.

Older Americans are more knowledgeable about these facts than are younger people, and more men than women correctly answered these questions. Interestingly, nearly as many conservative Republicans as liberal Democrats have heard a lot about Gore's endorsement of Dean (42%, 45% respectively). But liberal Democrats were far more likely to know about Clark's background than any other ideological group.

Online Americans Knowledgeable

Where people turn for campaign information makes a big difference in what they know about the campaign. People who use the Internet, those who listen to National Public Radio, and readers of news magazines are the most knowledgeable about the campaign.

About six-in-ten of those who report regularly learning something about the campaign from these sources were able to correctly answer at least one of the two candidate identification questions, and a third or more can answer both. Daily newspaper readers, those who listen to talk radio, and those who watch public television or the Sunday morning political talk shows are nearly as knowledgeable.

Where They Learn and How Much They Know				
	# Correct Answers*			
	<u>2</u>	<u>1</u>	<u>0</u>	
Total	19	19	62	(1506)
<i>Regularly learn something from...</i>				
Internet	39	20	41	(218)
Major web news sites	37	19	44	(183)
National Public Radio	36	24	39	(229)
News magazines	33	25	42	(160)
News pages of ISPs	32	22	46	(166)
Sunday political TV	31	21	48	(202)
Talk radio	31	29	40	(141)
Daily newspaper	30	23	47	(502)
Public TV news shows	30	24	46	(177)
Cable political talk	25	25	50	(215)
Cable news networks	24	25	51	(586)
C-SPAN	24	26	50	(119)
TV news magazines	21	24	55	(192)
Nightly network news	20	22	58	(541)
Local news	14	19	67	(306)
Morning TV shows	13	20	67	(134)
Comedy shows on TV	11	21	68	(112)
Late night TV shows	8	18	74	(121)

*# of correct answers to two questions asking respondent to name the candidates who were an Army general and former House majority leader

By comparison, people who say they regularly learn from late night television, morning TV shows, local television, and comedy TV shows are the least informed. Among these groups, two-thirds or more were unable to answer either of the knowledge questions. Falling in between are viewers of cable news and talk shows, C-SPAN, TV news magazines, and network TV news.

The Internet and Campaign News

While 13% say they are getting most of their campaign news from the Internet, this is the highest figure ever recorded, and matches the 11% found among voters at the conclusion of the presidential campaign in November 2000. In November 2002, as the end of the midterm election campaign, just 7% of the public cited the Internet as a major source. And at a comparable point in the nominating process in 2000, only 6% cited the Internet.

	<u>All</u>	<u>18-29</u>	<u>30-49</u>	<u>50+</u>
	%	%	%	%
Jan 2004	13	21	15	5
Nov 2002	7	13	7	3
Jan 2000	6	9	7	3
Nov 1998**	6	10	8	2
Feb 1996	2	4	2	1

* First or Second most important source of news about the presidential election campaign.
 ** 1998 figures based on voters.

These gains come not only because more people are going online now than in previous campaigns. Even among those going online, the percentage saying they are getting most of their campaign news there has nearly doubled (from 11% to 20%) since November 2002.

About one-in-five young people age 18-29 (21%) say they are getting their campaign news from the Internet, putting it within 10 points of newspapers (30%) among this group. There continues to be a gender gap in Internet use for campaign news, with more men (16%) than women (10%) citing it as a key source.

More people also say they are going online for the explicit purpose of getting news or information about the 2004 elections. Overall, 14% of all Americans 22% of those who go online turn to the Internet with the goal of informing themselves about the election.

These figures are comparable to the numbers from the end of the election campaign in 2002. Levels of online news seeking are still below those seen in November 2000, but that was at the end of a presidential campaign.

Learning About the Campaign Online

Overall, the number of people who say they regularly or sometimes learn something about the campaign from the Internet has increased nine percentage points since January 2000, from 24% to 33% today.

In addition, people report learning about the campaign from a variety of specific Internet sources. Nearly three-in-ten (28%) say they regularly or sometimes learn from the web sites of major news organizations, and 27% say they learn from the news pages of the Internet service providers, such as Yahoo and AOL. Fewer than one-in-ten (8%) learn from online news magazines and opinion sites, such as Slate.com.

Learning from the Internet			
	<u>2000</u>	<u>2004</u>	<u>Change</u>
	%	%	
Total	24	33	+9
Men	27	38	+11
Women	21	29	+8
White	22	31	+9
Black	34	41	+7
Hispanic	19	32	+11
18-29	39	44	+5
30-49	25	40	+15
50-64	15	27	+12
65+	10	11	+1
College grad	35	51	+16
Some college	33	36	+3
H.S. or less	13	22	+9
Republican	25	30	+5
Democrat	24	32	+8
Independent	25	39	+14

* Percent who regularly or sometimes learn something about the candidates from the Internet

Relying on the Internet as a source of campaign information is strongly correlated with knowledge about the candidates and the campaign. This is more the case than for other types of media, even accounting for the fact that Internet users generally are better educated and more interested politically. And among young people under 30, use of the Internet to learn about the campaign has a greater impact on knowledge than does level of education.

Coming Across News Online

The key to learning from the Internet is active use. More people say they "come across" campaign news online (24%) than say they go online specifically for the purpose of learning about the campaign (14%); another 24% go online but say they do not

encounter campaign news. This raises the question of whether inadvertent exposure to news while surfing can also help people learn about the campaign.

	Percent of Knowledge	
	<u>Public</u> %	<u>score*</u> <i>avg.</i>
Seek campaign news online	14	2.2
Come across news online	24	1.1
Do not come across news	24	0.8
Not online	<u>38</u>	0.8
Total	100	1.1

*Based on four item knowledge and awareness scale

People who go online for the explicit purpose of obtaining election news are relatively well-informed about the campaign. On average, these people show familiarity with two of four campaign events or stories. That is more than twice the score of those who do not go online.

But those who say they simply come across campaign information when going online for other purposes are only slightly more knowledgeable than those who do not come across such news or even those who do not go online.

Internet as a Campaign Tool

For many Americans, the Internet is also becoming an important means of communicating about the campaign and participating in it. About one-in-five (18%) use the web for political activity of one sort or another (among those going online, 30% engage in some form of political activity). The most popular uses for the Internet are to get candidate issue information (11% of the public) and to send or receive emails about the campaign or candidates (11%). Smaller numbers seek information about local groups and activities, visit candidate or organization web sites, or engage in discussions,

chats, or blogs.

	<u>All</u>	<u>Online</u>
	<u>%</u>	<u>users</u>
	<u>%</u>	<u>%</u>
Get candidate issue information	11	18
Send/receive campaign emails	11	18
Get information on local activities	6	10
Visit web sites of political groups	6	9
Visit candidate web sites	5	8
Engage in chats, discussions, blogs	3	4
<i>Any of these six activities</i>	<i>18</i>	<i>30</i>
Number of cases	(1506)	(1002)

People under age 30 are more active in using the Internet for campaign purposes, despite being generally less interested and engaged in politics. About a quarter (24%) say they have taken part in at least one of six online activities, and 17% have engaged in two or more.

Dean and the Internet

Howard Dean's campaign has effectively employed the Internet as a campaign tool, raising record amounts of money and sponsoring numerous local meetings of supporters. But the survey finds that Dean's supporters are not vastly different from supporters of other Democratic candidates in terms of their online campaign activity.

Supporters of candidates other than Dean are just as likely as Dean backers to be Internet users. And both groups are about equally likely to say they are regularly learning about the campaign from the Internet. But Dean supporters are somewhat more likely to say they go online seeking news about the election (by a margin of 26% to 19%).

	<i>Candidate favored for nomination</i>	
	<u>Dean</u>	<u>Others</u>
	%	%
Uses Internet	64	67
Seek campaign news online	26	19
<i>Online campaign activity:</i>		
Send/receive campaign emails	17	18
Visit web sites of political groups	15	8
Visit candidate web sites	12	9
Get information on local activities	10	12
Engage in chats, discussions, blogs	4	5
Number of cases	(134)	(271)
*Based on registered Democrats or independent-leaning Democrats likely to vote in primaries.		

Comparable numbers of supporters of Dean and the other Democratic candidates say they have sent or received emails about the campaign (17% for Dean, 18% for the others), sought information about local campaign activities, engaged in online chats or blogs, or visited candidate web sites. More Dean supporters have visited the web sites of groups or organizations that promote candidates or positions.

Young People Leaving Traditional Sources

The increasing role of the Internet and comedy programming as a source of news for younger Americans comes as they continue to turn away from more traditional campaign news sources.

Four years ago, young people were far more likely to regularly learn about the campaign from network evening news (39%) than from the Internet (13%) or comedy programs (9%). Today, all three sources rate about equally in importance, as the percent citing network news as a regular source of campaign information has fallen from 39% to 23%. The Internet and comedy shows have become more widely used as information

sources (about one-in-five cite each as a regular source of campaign news).

Overall, TV remains the main source of news for all generations, including younger Americans. While network and local news have fallen in importance among younger Americans, cable news has held its own, with 37% of 18-29 year-olds saying they regularly learn about the campaign from cable outlets. TV news magazines like 60 Minutes and 20/20 also have grown in importance among younger Americans. Today 26% of younger people cite TV news magazines as a regular source of political news, up from 18% in 2000.

Young People and Campaign News			
	<i>---Age 18-29---</i>		
<i>Regularly learn something from...</i>	<u>2000</u>	<u>2004</u>	<u>Change</u>
	<i>%</i>	<i>%</i>	
Cable news	38	37	-1
Local news	42	29	-13
TV news magazines	18	26	+8
Network news	39	23	-16
Daily newspaper	32	23	-9
Comedy TV shows	9	21	+12
Internet	13	20	+7
Morning TV shows	16	18	+2
Cable political talk	15	17	+2
Talk radio	16	16	0
Late night TV shows	13	13	0
C-SPAN	12	11	-1
National Public Radio	12	11	-1
Sunday political TV	13	10	-3
News magazines	15	9	-6
Public TV shows	11	7	-4
Religious radio	5	3	-2

While these changes in the campaign news environment are the most striking among younger Americans, many of the same patterns are apparent among older generations as well. The decline in the percent saying they regularly learn about the campaign from newspapers has been just as pronounced among those over 30 as among those in their

teens and twenties. Since 2000, fewer people over 30 say they learn about the campaign from network news, though here the drop-off has been greater among younger people.

Moreover, an increasing percentage of Americans in their 30s and 40s also are turning to the Internet for campaign information 16% regularly learn about candidates and the campaign from the Internet today, up from 10% in 2000. But the Internet remains a relatively minor campaign news source for people age 50 and older. Just 7% regularly learn about the campaign from the Internet today, compared with 6% four years ago.

Comedy Shows Matter

Comedy programs are increasingly becoming regular sources of news for younger Americans, and are beginning to rival mainstream news outlets within this generation. Today, 21% of people under age 30 say they regularly learn about the campaign and the candidates from comedy shows like Saturday Night Live and the Daily Show, twice as many as said this four years ago (9%). (Note: In January 2000, the show Politically Incorrect was listed with Saturday Night Live, rather than the Daily Show.) And this is particularly true for younger men, 27% of whom regularly learn about the campaign from comedy shows, compared with 14% of young women.

Learning While Laughing				
<i>Learn about campaign from...</i>	<u>18-29</u>	<u>30-49</u>	<u>50-64</u>	<u>65+</u>
	%	%	%	%
Comedy shows*				
Regularly	21	6	5	2
Sometimes	29	21	9	9
Late Night TV**				
Regularly	13	7	7	9
Sometimes	31	20	8	14
Number of cases	(276)	(596)	(343)	(278)
* ...like Saturday Night Live or the Daily Show				
** ...like Jay Leno or David Letterman				

Overall, one out of every two young people (50%) say they at least sometimes learn about the campaign from comedy shows, nearly twice the rate among people age 30-49 (27%) and four times the rate among people age 50 and older (12%).

Young people also are much more likely than older generations to learn about the campaign from late-night talk shows like Jay Leno and David Letterman, though there has been no increase from four years ago on this measure. Taken together, 61% say they regularly or sometimes learn about the campaign from comedy and/or late-night talk shows.

	<u>18-29</u>	<u>30-49</u>	<u>50-64</u>	<u>65+</u>
	%	%	%	%
Sometimes learn from comedy/late night*	61	39	22	28
Ever learn anything you didn't know before?	27	16	8	9

* Includes all shows like Saturday Night Live the Daily Show, Jay Leno or David Letterman

For many young people, the content of the jokes, sketches and appearances on these programs is not just a repeat of old information. Respondents who said they regularly or sometimes learned about the campaign from these programs were asked if they ever learn things that they had not heard before, and nearly half said they had learned something new. Put another way, 27% of all respondents under age 30 say they learn things about the candidates and campaigns from late night and comedy programming that they did not know previously.

Age Gap in Knowledge, Interest

Younger Americans pay far less attention to the political campaign, have heard far less about major campaign events, and know little about the candidates themselves. Overall, more than six-in-ten of those under age 30 (64%) say they are not even somewhat interested in news about the Democratic primary campaigns while most people age 30 and over express some or a great deal of interest in the race. And roughly four-in-ten younger Americans have not heard about some publicized campaign events, such as Dean's "pickup trucks" comment or Gore's endorsement of Dean. Fewer than half as many people over age 30 display a similar lack of awareness of campaign events.

When it comes to knowing specifics about the candidates, the age disparity is even greater. Of two factual questions (which candidate served as an Army general and which served as majority leader in the House) just 15% of younger Americans could get either question correct (a mere 6% knew both). By comparison, 37% of people age 30-49, and half of people age 50 and older, could answer at least one of these questions.

Young Still Lack Interest, Knowledge				
	----- Age -----			
<i>Interested in</i>	<u>18-29</u>	<u>30-49</u>	<u>50-64</u>	<u>65+</u>
<i>campaign news?</i>	%	%	%	%
Very/somewhat	35	45	53	57
Not too/Not at all	64	54	46	42
Don't know	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
	100	100	100	100
<i>Knowledge about</i>				
<i>campaign news</i>				
Heard/know nothing	39	21	15	13
Heard something	46	42	34	37
Know any specifics	<u>15</u>	<u>37</u>	<u>51</u>	<u>50</u>
	100	100	100	100

This lack of interest and knowledge is related to younger peoples' use of media sources. Far fewer say they learn from traditional news sources, such as network evening news, PBS, Sunday morning talk shows, newspapers or weekly news magazines. These sources are strongly related to knowledge and familiarity with the campaign.

And while many young people say they learn about the campaign from comedy and late night shows, the extent to which they actually gain much information is unclear.

Holding constant a person's education, interest, and use of other media sources, there is no evidence that people who say they learn about the campaigns from late night and comedy shows know any more about the candidates, and are at best only slightly more aware of major campaign events, than those who do not watch these programs.

While late night and comedy shows may not impart much campaign information, the other growing resource for campaign information among younger people the Internet proves to be one of the most powerful tools available. Even when the fact that Internet users tend to be more educated and engaged is taken into account, young people who say they regularly learn about candidates and the campaign online are much better informed about the campaign than those who do not go online for such news.

Interviews, Speeches and Debates

In general, appearances and speeches by the Democratic presidential candidates have resonated with the public more than the eight candidate debates that were held last year.

Just 20% of the public, and only a slightly greater percentage of likely Democratic primary voters (23%), saw any of the candidate debates. Far more people say they have seen the Democratic candidates interviewed on news or entertainment programs (46%) or have seen or heard part of a speech by the candidates on TV (42%).

Candidate Appearances Top Debates			
	<u>Seen interviews or appearances</u> %	<u>Seen parts of speeches</u> %	<u>Seen any debates</u> %
Total	46	42	20
Republican	46	42	18
Democrat	48	46	24
Independent	44	43	18
Registered voter	49	47	22
Not registered	37	30	13
Likely primary voter	51	48	23
<i>Democrats who...</i>			
Disapprove of Bush	57	55	28
Approve of Bush	34	31	17

Most of those who have seen one or more of the candidates interviewed on TV could not recall the specific program on which they appeared. Those who were able to do so mentioned a wide range of programs, including late night comedy and talk shows (10%), cable talk news shows such as Hardball (6%), network evening news programs (5%) and Sunday morning interview programs (5%). Overall, 23% of those who have seen a candidate interview or appearance cited a broadcast network program as the source, while 20% cited a cable network or program.

Interestingly, candidate speeches and appearances were not significantly more visible to Democrats than they were to Republicans, though there is some evidence that opposition to President Bush has encouraged some Democrats to pay more attention to the campaign.

Democrats who disapprove of the president's job performance were far more likely to have seen or heard the candidates in various venues.

Campaign News Enthusiasts

While the majority of Americans are at most marginally engaged in the Democratic primary process, a small number keep close tabs on campaign news and events. These people have been following the campaign closely, enjoy keeping up with election politics, and are familiar with all of the election events and facts asked about on the survey. Overall, they represent roughly 7% of the population.

Campaign news enthusiasts are roughly three times more likely than those less engaged in the election to cite cable talk shows, Sunday morning talk shows, NPR, PBS news shows, and weekly news magazines as regular sources of information. Fully half of this core group (53%) saw at least some of the candidate debates held in 2003, compared with only 20% of Americans overall. And more than eight-in-ten have seen candidate interviews, appearances, and speeches on TV.

The Internet also stands out as a particularly important source for campaign news enthusiasts. Nearly half (46%) say they have sought out campaign news online, compared with 26% of people who are somewhat engaged in election news, and just 7% of people who are less interested. They are far more likely to go online for a wide range of campaign and candidate information, and to participate in online activities such as sharing e-mails, participating in discussion groups, and looking for information on local campaign activities. The political activity of this core group is not limited to the Internet, as these same people are the most likely to have made campaign contributions, joined political organizations, and contacted elected officials in the past 12 months.

What the Engaged are Doing

	Very high campaign <u>engagement</u>	Somewhat <u>engaged</u>	Less <u>engaged</u>
Regular campaign news sources	%	%	%
Local TV news	34	44	42
Cable news	64	49	32
Network news	46	41	33
Newspaper	59	44	24
TV News magazines	29	29	23
Morning TV news	23	21	20
Talk radio	28	29	12
Cable talk shows	32	18	11
NPR	32	20	9
The Internet	37	19	9
Sunday morning talk	35	16	10
Websites of news orgs	33	14	8
PBS news shows	25	15	8
Websites of ISPs	26	13	8
Weekly news magazines	26	13	7
Late night TV	6	6	10
Online magazines	8	3	1
Comedy TV shows	4	8	9
C-SPAN	14	9	7
Religious radio	6	3	6
<u>Candidate appearances</u>			
Saw any debates	53	35	11
Seen interviews	82	65	35
Seen speeches	85	65	31

Activities in past year

Campaign contributions	22	13	4
Contacted officials	32	24	9
Joined organizations	19	16	6
Attended camp. event	13	11	3
Been called on phone	36	35	21

Online activities

Sought online news	46	26	7
Sent/received e-mails	27	21	7
Online camp. activities	16	8	2
Discussion/chat/blogs	9	3	2
Look up cand. positions	32	19	6
Look up local activities	16	10	4
Visit cand. websites	20	9	2
Visit group websites	21	9	3

Number of cases	(138)	(407)	(961)
Percent of Population	7%	23%	70%

Very High Engagement = Follows campaign closely, enjoys following, and is familiar with all campaign events and facts.
Somewhat Engaged = Familiar with some campaign events and facts.

More See Biased Campaign Coverage

While there has been no growth in general perceptions of media bias, the public is expressing more concern about partisan bias in coverage of the presidential race. Currently, just 38% say there is no bias in the way news organizations have been covering the presidential race, down from 48% four years ago. Majorities saw no bias in press coverage of the early stages of the 1988 and 1996 presidential campaigns.

Campaign Coverage Seen as More Biased				
	<u>Jan</u> <u>1988</u>	<u>April</u> <u>1996</u>	<u>Jan</u> <u>2000</u>	<u>Jan</u> <u>2004</u>
	%	%	%	%
Democratic bias	9	20	19	22
Republican bias	10	14	13	17
No bias	58	53	48	38
Don't know	<u>23</u>	<u>13</u>	<u>20</u>	<u>23</u>
	100	100	100	100

The growing sense of biased campaign coverage crosses party lines, but is most notable among Democrats. Four years ago, most Democrats (53%) said there was no bias in news coverage of the campaign; today just 40% of Democrats take this position, and those who do see bias overwhelmingly see it as favoring the other party.

Republicans, too, are less apt to see campaign coverage as balanced today (33% say there is no bias, down from 41% four years ago).

Bias in Election Coverage?					
	<u>Dem</u>	<u>Rep</u>	<u>No</u>	<u>DK</u>	<u>N</u>
	<u>bias</u>	<u>bias</u>	<u>bias</u>	<u>%</u>	
	%	%	%	%	
Total	22	17	38	23=100	(1506)
Conserv. Repub	47	8	28	17=100	(282)
Mod/Lib Repub	34	5	44	17=100	(168)
Independent	16	15	43	26=100	(463)
Cons/Mod Dem.	12	27	43	18=100	(324)
Liberal Democrat	11	36	37	17=100	(147)
<i>Main source of election news is...</i>					
Fox News	38	14	29	19=100	(296)
Radio	33	12	32	23=100	(231)
Local TV	17	11	43	29=100	(250)
Newspaper	22	20	34	23=100	(609)
CNN	21	21	38	20=100	(342)
Network TV	17	18	45	20=100	(469)
Internet	21	24	38	17=100	(199)
18-29	19	17	47	17=100	(276)
30-49	22	17	40	21=100	(596)
50-64	25	17	33	25=100	(343)
65+	20	17	31	32=100	(278)
College grad	27	22	28	23=100	(571)
Some college	23	17	39	21=100	(344)
H.S. or less	18	14	44	24=100	(588)

Americans at either end of the ideological spectrum are the most likely to see campaign coverage as biased, but in precisely the opposite ways by 47% to 8% conservative

Republicans say the press leans toward the Democrats, not the Republicans, in its campaign coverage. By 36% to 11% liberal Democrats say coverage tilts to the Republicans.

In terms of media audiences, only people who get most of their campaign news from Fox News or from radio see a distinct bias in news coverage of the election, while Americans who get most of their news from CNN, network news, local TV, newspapers and the Internet are split evenly over whether press bias tilts to the Republicans or Democrats. People who get most of their news from network or local news programming are the least likely to see any bias in campaign coverage.

Overall Bias Perceptions Stable

A solid majority of Americans say they see a great deal (30%) or a fair amount (35%) of political bias in news coverage generally. In contrast with the growing perception of biased campaign coverage, this measure has not changed markedly since January 2000 when 67% saw at least a fair amount of political bias.

How Much Media Bias?					
	Great deal	Fair amount	Not much/Not at all	DK	N
	%	%	%	%	
Total	30	35	33	2=100	(1506)
Conserv. Repub	42	30	25	3=100	(282)
Mod/Lib Repub	28	41	31	*=100	(168)
Independent	33	34	30	3=100	(463)
Cons/Mod Dem.	24	36	39	1=100	(324)
Liberal Democrat	26	40	32	2=100	(147)
<i>Main source of election news is...</i>					
Radio	46	26	25	3=100	(231)
Fox News	43	33	22	2=100	(296)
Internet	40	33	26	1=100	(199)
Newspaper	33	36	29	2=100	(609)
CNN	27	42	28	3=100	(342)
Local TV	25	32	39	4=100	(250)
Network TV	23	39	36	2=100	(469)
18-29	21	40	37	2=100	(276)
30-49	31	35	33	1=100	(596)
50-64	36	34	26	4=100	(343)
65+	32	27	37	4=100	(278)
College grad	39	38	21	2=100	(571)
Some college	35	37	27	1=100	(344)
H.S. or less	23	32	42	3=100	(588)

Conservative Republicans are significantly more likely to perceive the press as biased in its news coverage than are moderate and liberal Republicans, Democrats, and independents. This ideological difference is mirrored in the disparate opinions among audiences of different news sources.

People who get most of their news from the Fox News are much more likely to say the press shows a great deal of bias than are viewers of CNN, Network news, and local TV news. People who cite radio or the Internet as their main source of campaign news are also more likely to see widespread bias in the media.

Interestingly, younger generations express somewhat less concern about press bias than their elders. Barely one-in-five Americans under age 30 say they see a great deal of media bias in general news coverage, compared with roughly a third of those age 30 and over. More -well educated Americans also perceive the press to be more biased than those who never attended college.

Most Prefer News Without "Point of View"

Two-thirds of Americans (67%) say they prefer to get their news from sources that do not have a particular point of view, while a quarter (25%) say they prefer news from sources that share their political point of view.

Public's News Preferences			
	<i>Prefer news with...</i>		
	<u>No point of view</u> %	<u>My point of view</u> %	<u>DK</u> %
Total	67	25	8=100
White	71	21	8=100
Black	44	47	9=100
Hispanic	66	29	5=100
Republican	67	27	6=100
Democrat	61	31	8=100
Independent	74	17	9=100
<i>Main source</i>			
Network TV	65	29	6=100
Local TV	66	25	9=100
Newspaper	68	25	7=100
CNN	71	24	5=100
Fox News	70	24	6=100
Radio	70	24	6=100
Internet	78	14	8=100

There is no significant partisan disagreement on this issue majorities of Democrats and

Republicans share a preference for news sources that do not have a particular point of view and an even greater percentage of independents holds this opinion. Moreover, there are only modest differences among news audiences, although people who rely on the Internet are even more likely than those who use other sources to favor news without a particular point of view.

But there is a significant gap along racial lines. African Americans are more than twice as likely as whites (47% to 21%) to express a preference for "getting news from sources that share your political point of view."

Endorsements a Minor Factor

Most Americans say candidate endorsements by major political figures, celebrities, well-known institutions and even their clergy would not have an impact – positive or negative on their voting decisions.

Among 14 individuals and institutions tested, former President Bill Clinton had the biggest impact, but people were evenly divided whether Clinton's endorsement would make them more or less likely to support a presidential candidate (19% each).

Endorsements Matter Little				
<i>Endorsements by...</i>	<i>Impact on Vote</i>			
	More	Less	No	<u>DK/Ref</u>
	<u>Likely</u>	<u>Likely</u>	<u>Diff</u>	
	%	%	%	%
Your minister/priest/rabbi	13	4	80	3=100
John McCain	12	6	77	5=100
Bill Clinton	19	19	60	2=100
Local newspaper	7	7	83	3=100
Al Gore	12	18	67	3=100
Arnold Schwarzenegger	6	12	77	5=100
Jay Leno	3	10	84	3=100
AARP	15	6	74	5=100
Christian Coalition	16	14	68	2=100
Chamber of Commerce	10	8	78	4=100
Sierra Club	9	9	73	9=100
Teamsters Union	11	13	72	4=100
AFL-CIO	9	11	72	8=100
NRA	15	18	65	2=100

Among other political figures, Gore and Schwarzenegger's endorsements are seen somewhat negatively, while Sen. John McCain's is viewed, on balance, positively. But most people say they would not be affected one way or the other.

That is also generally the case for organizations like the Christian Coalition and the AFL-CIO. But among various demographic groups, endorsements from some of these groups does have an impact: 37% of white evangelical Protestants say they would be more likely to vote for a presidential candidate endorsed by the Christian Coalition, while about as many seculars (36%) say they would be less likely to back a candidate backed by that organization.

Men are divided over the effect of an endorsement by the National Rifle Association 21% say they would be more likely to vote for an NRA-endorsed candidate, 18% less likely. But on balance, women view an NRA endorsement negatively (18% less likely vs. 9% more likely). Majorities of men and women say an endorsement by the National

Rifle Association would not affect their vote.

About the Survey

About the Survey

Results for the survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,506 adults, 18 years of age or older, during the period December 19, 2003 - January 4, 2004. Based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. For results based on either Form 1 (N=733) or Form 2 (N=773), the sampling error is plus or minus 4 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Questionnaire

Sources of Campaign Information: Demographics

Topline is available at the end of the original report PDF, available at: [PIP_Political_Info_Jan04.pdf](#)

Sources of Campaign Information

SOURCES OF CAMPAIGN INFORMATION

	<i>National Network News</i>				
	Regu- <u>larly</u> %	Some- <u>times</u> %	Hardly <u>ever</u> %	<u>Never</u> %	Don't <u>Watch</u> %
Total	35	35	10	17	3=100
Sex					
Male	35	34	11	17	3
Female	35	37	9	16	3
Race					
White	35	34	10	18	3
Non-white	36	40	8	13	3
Black	40	34	11	12	3
Hispanic*	29	50	6	11	4
Age					
Under 30	23	41	13	20	3
30-49	32	40	10	16	2
50-64	44	29	7	16	4
65+	49	25	8	14	4
Education					
College Grad.	35	35	12	16	2
Some College	29	44	11	15	1
High School or less	38	32	8	18	4
Family Income					
\$75,000+	33	39	10	15	3
\$50,000-\$75,000	36	37	11	16	0
\$30,000-\$50,000	38	36	8	16	2
\$20,000-\$30,000	31	34	12	22	1
<\$20,000	38	32	11	16	3
Region					
East	42	30	12	14	2
Midwest	35	37	8	17	3
South	36	36	9	16	3
West	29	37	12	18	4
Party ID					
Republican	30	36	10	21	3
Democrat	45	34	9	10	2
Independent	31	36	11	18	4
Registered Voter					
Yes	36	35	10	16	3
No	33	35	9	18	5
Likely Voter					
Yes	40	35	10	13	2
No	28	36	10	22	4

* The designation Hispanic is unrelated to the white-black categorization.

SOURCES OF CAMPAIGN INFORMATION

	<i>Local TV News</i>				
	Regu- <u>larly</u> %	Some- <u>times</u> %	Hardly <u>ever</u> %	<u>Never</u> %	Don't <u>Watch</u> %
Total	42	35	8	12	3=100
Sex					
Male	44	29	11	13	3
Female	40	40	6	11	3
Race					
White	41	34	8	14	3
Non-white	43	38	9	8	2
Black	n/a	n/a	n/a	n/a	n/a
Hispanic*	n/a	n/a	n/a	n/a	n/a
Age					
Under 30	29	35	10	25	1
30-49	42	42	8	6	2
50-64	50	27	6	14	3
65+	47	30	10	9	4
Education					
College Grad.	40	36	10	12	2
Some College	35	43	8	13	1
High School or less	46	30	8	12	4
Family Income					
\$75,000+	35	39	9	14	3
\$50,000-\$75,000	45	38	10	7	0
\$30,000-\$50,000	45	36	6	10	3
\$20,000-\$30,000	45	31	5	18	1
<\$20,000	40	32	10	15	3
Region					
East	50	30	5	13	2
Midwest	44	35	9	10	2
South	40	36	8	14	2
West	35	37	12	12	4
Party ID					
Republican	35	36	10	16	3
Democrat	53	32	7	7	1
Independent	37	37	10	14	2
Registered Voter					
Yes	44	34	9	10	3
No	36	37	7	19	1
Likely Voter					
Yes	46	35	8	9	2
No	35	35	9	18	3

* The designation Hispanic is unrelated to the white-black categorization.

Question: Now I'd like to ask you about some specific ways in which you might be getting news about the presidential campaign. For each item that I read, please tell me

how often, if ever, you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN
or the CANDIDATES from this source.

SOURCES OF CAMPAIGN INFORMATION

*Cable News Networks such as CNN,
MSNBC and the Fox cable news channel*

	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>ever</u>	Never	Don't <u>Watch</u>
	%	%	%	%	%
Total	38	37	6	15	4=100
Sex					
Male	43	35	6	13	3
Female	34	39	6	17	4
Race					
White	37	37	7	16	3
Non-white	44	37	5	11	3
Black	39	38	8	12	3
Hispanic*	44	36	5	9	6
Age					
Under 30	37	41	6	13	3
30-49	37	40	6	14	3
50-64	43	32	6	16	3
65+	37	31	6	20	6
Education					
College Grad.	43	36	6	13	2
Some College	39	40	5	14	2
High School or less	35	37	7	16	5
Family Income					
\$75,000+	48	36	4	10	2
\$50,000-\$75,000	39	43	3	15	*
\$30,000-\$50,000	40	39	5	14	2
\$20,000-\$30,000	34	33	11	17	5
<\$20,000	33	39	6	17	5
Region					
East	41	36	9	12	2
Midwest	36	37	5	18	4
South	38	37	7	15	3
West	38	39	5	14	4
Party ID					
Republican	42	37	5	14	2
Democrat	40	38	7	13	2
Independent	35	38	7	16	4
Registered Voter					
Yes	40	36	6	15	3
No	34	39	7	16	4
Likely Voter					
Yes	41	38	5	13	3
No	33	37	8	18	4

* The designation Hispanic is unrelated to the white-black categorization.

SOURCES OF CAMPAIGN INFORMATION

	C-SPAN				
	Regu- larly %	Some- times %	Hardly ever %	Never %	Don't Watch %
Total	8	21	13	51	7=100
Sex					
Male	8	22	16	47	7
Female	7	21	11	54	7
Race					
White	7	20	14	52	7
Non-white	12	26	10	45	7
Black	13	28	9	45	5
Hispanic*	8	21	16	48	7
Age					
Under 30	11	18	14	50	7
30-49	7	23	14	51	5
50-64	7	21	12	53	7
65+	7	20	12	49	12
Education					
College Grad.	8	24	16	49	3
Some College	7	23	12	51	7
High School or less	7	19	13	52	9
Family Income					
\$75,000+	8	27	17	44	4
\$50,000-\$75,000	8	18	16	54	4
\$30,000-\$50,000	9	24	13	49	5
\$20,000-\$30,000	8	18	8	60	6
<\$20,000	6	15	13	56	10
Region					
East	8	24	18	44	6
Midwest	8	21	10	54	7
South	7	22	14	50	7
West	9	16	12	56	7
Party ID					
Republican	7	18	13	56	6
Democrat	11	24	12	47	6
Independent	5	23	16	50	6
Registered Voter					
Yes	8	22	14	49	7
No	7	18	12	56	7
Likely Voter					
Yes	9	25	14	46	6
No	5	15	13	59	8

* The designation Hispanic is unrelated to the white-black categorization.

Question: Now I'd like to ask you about some specific ways in which you might be getting news about the presidential campaign. For each item that I read, please tell me

how often, if ever, you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from this source.

Your Daily Newspaper

	Regu- <u>larly</u> %	Some- <u>times</u> %	Hardly <u>ever</u> %	Never %	Don't <u>read</u> %
Total	31	30	16	20	3=100
Sex					
Male	33	28	16	20	3
Female	29	31	16	20	4
Race					
White	32	28	16	21	3
Non-white	30	34	15	17	4
Black	33	34	17	14	2
Hispanic*	24	30	18	23	5
Age					
Under 30	23	33	16	23	5
30-49	27	33	17	21	2
50-64	37	28	13	21	1
65+	45	20	16	15	4
Education					
College Grad.	39	29	13	16	3
Some College	25	34	17	21	3
High School or less	29	29	17	22	3
Family Income					
\$75,000+	41	29	12	16	2
\$50,000-\$75,000	32	33	17	15	3
\$30,000-\$50,000	32	31	14	21	2
\$20,000-\$30,000	27	29	20	22	2
<\$20,000	24	32	18	22	4
Region					
East	41	28	12	17	2
Midwest	32	29	19	17	3
South	28	31	16	21	4
West	27	29	15	26	3
Party ID					
Republican	29	29	16	23	3
Democrat	37	30	14	16	3
Independent	30	31	16	21	2
Registered Voter					
Yes	35	29	16	17	3
No	20	32	15	28	5
Likely Voter					
Yes	36	30	15	16	3
No	24	29	18	25	4

* The designation Hispanic is unrelated to the white-black categorization.

*News Magazines such as Time, U.S. News,
and Newsweek*

	Regu- <u>larly</u> %	Some- <u>times</u> %	Hardly <u>ever</u> %	Never <u>Never</u> %	Don't <u>read</u> %
Total	10	21	18	45	6=100
Sex					
Male	10	21	21	43	5
Female	9	21	16	48	6
Race					
White	9	20	19	46	6
Non-white	13	25	16	40	6
Black	12	26	17	40	5
Hispanic*	9	24	20	44	3
Age					
Under 30	9	26	18	44	3
30-49	9	21	21	45	4
50-64	10	20	16	48	6
65+	12	18	15	43	12
Education					
College Grad.	16	27	21	33	3
Some College	7	24	18	45	6
High School or less	7	17	17	52	7
Family Income					
\$75,000+	16	25	23	34	2
\$50,000-\$75,000	12	27	22	35	4
\$30,000-\$50,000	10	20	19	45	6
\$20,000-\$30,000	6	19	15	54	6
<\$20,000	6	18	13	56	7
Region					
East	11	24	19	42	4
Midwest	9	23	18	43	7
South	9	20	19	46	6
West	11	18	17	50	4
Party ID					
Republican	7	23	20	45	5
Democrat	13	20	20	40	7
Independent	8	21	18	48	5
Registered Voter					
Yes	10	22	18	44	6
No	8	19	20	48	5
Likely Voter					
Yes	12	22	18	43	5
No	6	20	19	49	6

* The designation *Hispanic* is unrelated to the white-black categorization.

Question: How often, if ever, do you learn something about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from (ITEM) — regularly, sometimes, hardly ever, or never?

SOURCES OF CAMPAIGN INFORMATION

	<i>The Internet</i>				
	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>ever</u>	Never	Don't <u>read</u>
	%	%	%	%	%
Total	13	20	10	50	7=100
Sex					
Male	17	21	12	44	6
Female	10	19	9	56	6
Race					
White	13	18	11	51	7
Non-white	14	25	11	45	5
Black	11	30	10	46	4
Hispanic*	12	20	10	52	6
Age					
Under 30	20	24	12	39	5
30-49	16	24	9	48	3
50-64	11	16	14	54	5
65+	3	8	7	64	18
Education					
College Grad.	22	29	15	32	2
Some College	15	21	13	48	3
High School or less	8	14	7	61	10
Family Income					
\$75,000+	23	27	11	36	3
\$50,000-\$75,000	18	25	16	38	3
\$30,000-\$50,000	13	22	10	52	3
\$20,000-\$30,000	8	10	11	64	7
<\$20,000	9	14	4	61	12
Region					
East	14	20	11	49	6
Midwest	10	22	10	52	6
South	14	18	10	51	7
West	16	21	10	48	5
Party ID					
Republican	12	18	12	52	6
Democrat	12	20	11	51	6
Independent	17	22	10	44	7
Registered Voter					
Yes	14	20	11	49	6
No	11	19	10	52	8
Likely Voter					
Yes	14	22	11	48	5
No	12	17	9	54	8

* The designation Hispanic is unrelated to the white-black categorization.

Websites of News Organizations such as CNN.com, New York Times.com or local newspaper's and TV stations' websites

	Regu- <u>larly</u> %	Some- <u>times</u> %	Hardly <u>ever</u> %	<u>Never</u> %	<u>DK</u> %
Total	11	17	10	55	7=100
Sex					
Male	14	18	12	48	8
Female	9	16	8	61	6
Race					
White	9	16	9	58	8
Non-white	18	23	10	44	5
Black	16	25	11	43	5
Hispanic*	8	28	8	53	3
Age					
Under 30	15	16	15	49	5
30-49	13	21	8	54	4
50-64	10	17	9	58	6
65+	5	10	7	58	20
Education					
College Grad.	20	19	13	44	4
Some College	11	16	10	58	5
High School or less	7	16	7	59	11
Family Income					
\$75,000+	19	21	13	43	4
\$50,000-\$75,000	14	16	14	51	5
\$30,000-\$50,000	12	21	9	53	5
\$20,000-\$30,000	7	13	6	64	10
<\$20,000	6	15	4	64	11
Region					
East	14	15	9	57	5
Midwest	8	15	13	56	8
South	11	20	9	52	8
West	12	17	7	57	7
Party ID					
Republican	8	16	10	59	7
Democrat	13	19	10	51	7
Independent	13	18	10	53	6
Registered Voter					
Yes	12	17	9	55	7
No	8	18	11	55	8
Likely Voter					
Yes	14	19	9	51	7
No	6	15	10	61	8

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Question: Now I'd like to ask you about some specific ways in which you might be getting news about the presidential campaign. For each item that I read, please tell me

how often, if ever, you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN
or the CANDIDATES from this source.

SOURCES OF CAMPAIGN INFORMATION

*Public television news shows such as The
NewsHour with Jim Lehrer...*

	Regu- <u>larly</u>	Some- <u>times</u>	Hardly <u>ever</u>	Never	Don't <u>Watch</u>
	%	%	%	%	%
Total	11	22	13	47	7=100
Sex					
Male	13	23	15	41	8
Female	9	21	12	52	6
Race					
White	11	21	12	49	7
Non-white	11	26	16	40	7
Black	14	27	17	36	6
Hispanic*	7	25	18	44	6
Age					
Under 30	7	18	12	57	6
30-49	10	23	14	48	5
50-64	14	22	15	44	5
65+	15	22	12	36	15
Education					
College Grad.	15	26	16	40	3
Some College	7	24	14	48	7
High School or less	10	19	12	50	9
Family Income					
\$75,000+	13	29	14	40	4
\$50,000-\$75,000	11	19	16	52	2
\$30,000-\$50,000	10	20	13	53	4
\$20,000-\$30,000	14	19	11	50	6
<\$20,000	9	20	16	45	10
Region					
East	14	24	14	43	5
Midwest	10	24	13	46	7
South	11	20	13	49	7
West	9	19	14	50	8
Party ID					
Republican	9	19	15	52	5
Democrat	15	23	14	42	6
Independent	8	24	13	47	8
Registered Voter					
Yes	11	23	14	45	7
No	9	19	11	54	7
Likely Voter					
Yes	13	25	14	42	6
No	7	18	13	54	8

* The designation Hispanic is unrelated to the white-black categorization.

SOURCES OF CAMPAIGN INFORMATION

	<i>National Public Radio</i>				
	Regu- <u>larly</u> %	Some- <u>times</u> %	Hardly <u>ever</u> %	<u>Never</u> %	Don't <u>Listen</u> %
Total	14	21	12	48	5=100
Sex					
Male	16	21	12	45	6
Female	11	22	12	50	5
Race					
White	13	22	12	47	6
Non-white	14	19	13	49	5
Black	12	21	12	49	6
Hispanic*	12	20	12	52	4
Age					
Under 30	10	26	13	47	4
30-49	15	22	11	49	3
50-64	15	18	13	48	6
65+	12	17	13	45	13
Education					
College Grad.	24	21	15	38	2
Some College	10	23	11	51	5
High School or less	10	20	11	51	8
Family Income					
\$75,000+	20	23	11	42	4
\$50,000-\$75,000	13	27	15	44	1
\$30,000-\$50,000	13	20	13	50	4
\$20,000-\$30,000	9	22	11	54	4
<\$20,000	12	18	13	49	8
Region					
East	17	23	10	46	4
Midwest	11	19	16	48	6
South	14	21	11	49	5
West	14	21	13	46	6
Party ID					
Republican	10	20	13	53	4
Democrat	15	22	12	46	5
Independent	16	22	12	43	7
Registered Voter					
Yes	14	21	13	47	5
No	13	21	11	49	6
Likely Voter					
Yes	15	23	12	46	4
No	11	18	13	51	7

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SOURCES OF CAMPAIGN INFORMATION

	<i>Comedy Shows such as Sat. Night Live and The Daily Show</i>				
	Regu- <u>larly</u> %	Some- <u>times</u> %	Hardly <u>ever</u> %	<u>Never</u> %	Don't <u>watch</u> %
Total	8	18	12	55	7=100
Sex					
Male	10	19	15	49	7
Female	7	17	9	60	7
Race					
White	7	16	12	58	7
Non-white	11	28	11	42	8
Black	7	29	10	45	9
Hispanic*	16	24	13	41	6
Age					
Under 30	21	29	12	34	4
30-49	6	21	13	55	5
50-64	5	9	11	70	5
65+	2	9	12	60	17
Education					
College Grad.	5	20	16	56	3
Some College	8	23	11	54	4
High School or less	10	15	11	54	10
Family Income					
\$75,000+	6	21	13	56	4
\$50,000-\$75,000	8	17	15	56	4
\$30,000-\$50,000	10	20	10	53	7
\$20,000-\$30,000	7	17	12	55	9
<\$20,000	8	20	12	53	7
Region					
East	8	20	11	55	6
Midwest	9	20	14	50	7
South	8	16	12	56	8
West	8	19	12	56	5
Party ID					
Republican	5	15	11	65	4
Democrat	10	19	12	51	8
Independent	10	21	14	49	6
Registered Voter					
Yes	7	17	12	57	7
No	11	23	11	48	7
Likely Voter					
Yes	10	21	14	49	6
No	5	15	10	63	7

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SOURCES OF CAMPAIGN INFORMATION

Late Night TV shows such as David Letterman and Jay Leno

	Regu- <u>larly</u> %	Some- <u>times</u> %	Hardly <u>ever</u> %	Never <u>Never</u> %	Don't <u>watch</u> %
Total	9	19	20	46	6=100
Sex					
Male	10	18	23	43	6
Female	8	19	18	49	6
Race					
White	8	18	21	47	6
Non-white	13	23	18	38	8
Black	14	19	17	43	7
Hispanic*	12	30	17	36	5
Age					
Under 30	13	31	17	33	6
30-49	7	20	24	46	3
50-64	7	8	21	58	6
65+	9	14	16	47	14
Education					
College Grad.	7	18	25	48	2
Some College	7	19	23	46	5
High School or less	11	19	16	46	8
Family Income					
\$75,000+	9	17	19	50	5
\$50,000-\$75,000	6	18	28	44	4
\$30,000-\$50,000	7	20	22	48	3
\$20,000-\$30,000	8	15	24	46	7
<\$20,000	12	23	17	41	7
Region					
East	9	17	22	45	7
Midwest	8	22	22	42	6
South	9	18	18	48	7
West	8	17	20	51	4
Party ID					
Republican	8	15	23	50	4
Democrat	10	21	19	43	4
Independent	8	22	20	45	5
Registered Voter					
Yes	8	18	20	48	6
No	10	22	21	41	6
Likely Voter					
Yes	10	22	20	42	6
No	6	14	21	52	7

* The designation Hispanic is unrelated to the white-black categorization.

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